# CIGARS

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# ***Rebirth of Cigars***

- **Media blitz and successful marketing campaign to remake cigars as positive**
- **Cigars promoted as trendy!**
- **Smoking cigars marketed as fine wine**

**Stogies aren't just for old fogies anymore!**

# *Cigar Industry Goals*

- **Create new cigar smokers among various groups - youth, women, military, athletes . . .**
- **Promote cigar as symbol of "success"**
- **Develop new cigar role models**
- **Ci wed as sta sym**

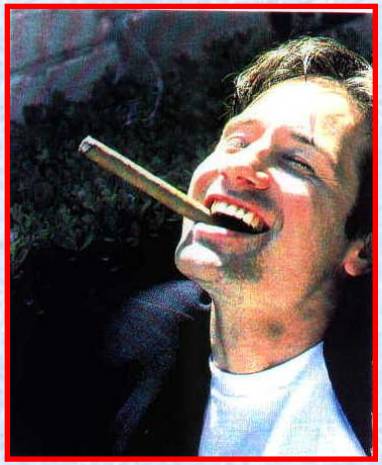
# ***Marketing of Cigars as "Elegant Entertaining"***

**Promotion of Cigars via –**

- **Cigar bars**
- **Cigar dinners**
- **Cigar night out/parties**
- **Cigar specialty stores**
- **Cigar magazines**

# ***Use of Media to Promote Cigars***

- **Movies**
- **Magazines**
- **Television**
- **Hollywood stars**

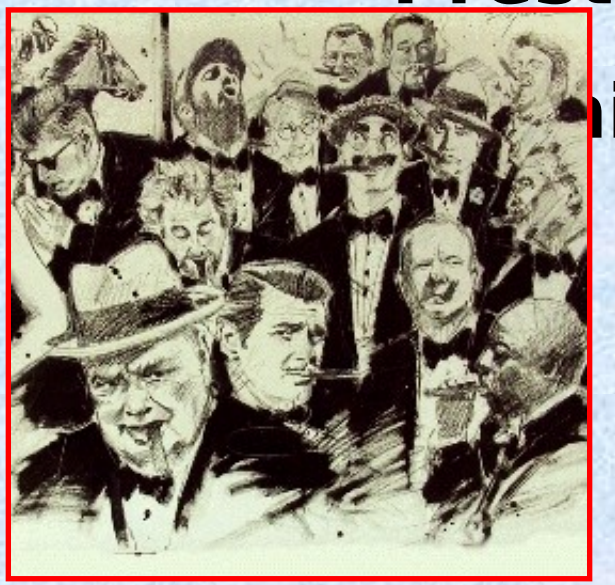


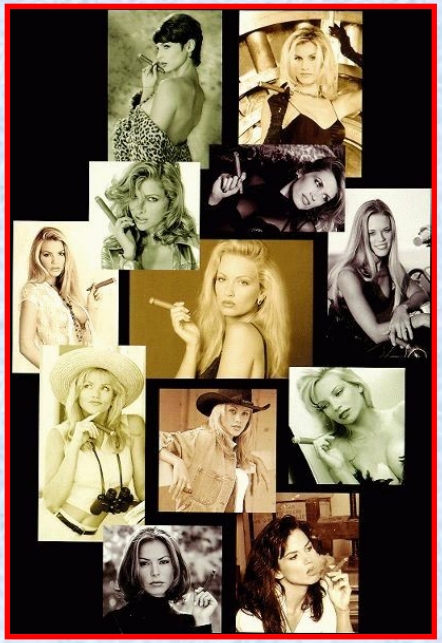
# Media Portrayal of Cigars as

CIGAR
Aficionado
The Truth About Bill...
Did he smoke it or save it?
Double Corona Delight
Monica's favorite brand... Revealed
Plus: Clinton's latest legal troubles - It was Cuban!

- Sexy
- 
- Glamorous
- 
- Prestigious
- ic

SMOKE
Sizing Up
Tom Sizemore
Riding With America's Flying Leatherneks
Exploring High-End Vodka and Gin
Alfred Dunhill and His Gentle Art
A Visit With Honduran Cigar Makers
32 Cigars Reviewed For Spring





# ***Effects of Cigar Media Campaign***

- **Developed new cigar smokers**

- **Cigar smoking viewed as acceptable, cool and as positive activity**

# ***What the Cigar Industry Doesn't Want You to Know!***

- **Influenced and shaped our thinking and our behavior**

- **They know how to hook you**
- **Created a new generation of addicted smokers**
- **Used similar marketing campaign with cigarettes in 1940's, 1950's, 1960's . . .**
- **Know how to make "Big**

# ***What the Cigar Industry Doesn't Want You to Know!***

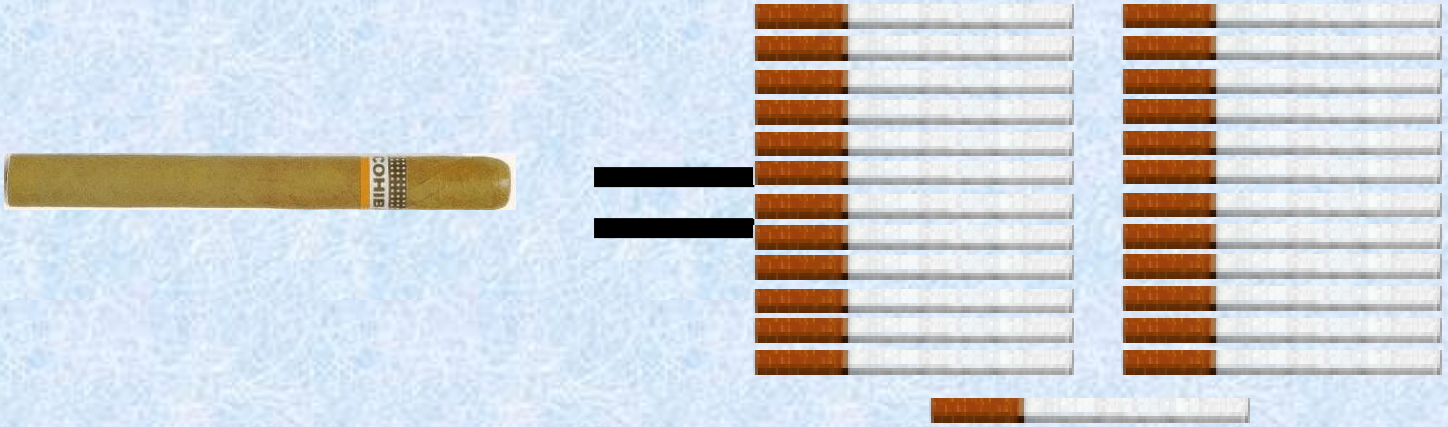
- **Cigars usually contain up to 4,000 chemicals!**
- **Cigars have more tar than cigarettes!**
- **Cigar Tar is more carcinogenic than cigarette tar!**

# ***What the Cigar Industry Doesn't Want You to Know!***

- **Cigars generally contain up to twelve times the amount of nicotine as do cigarettes!**
- **Cigars have more than thirty times the carbon monoxide of one cigarette!**

# ***A Large Cigar is Equivalent to --***

- **4 to 5 cigarettes in nicotine**
- **15 cigarettes in tobacco**
- **25 cigarettes in carbon monoxide**



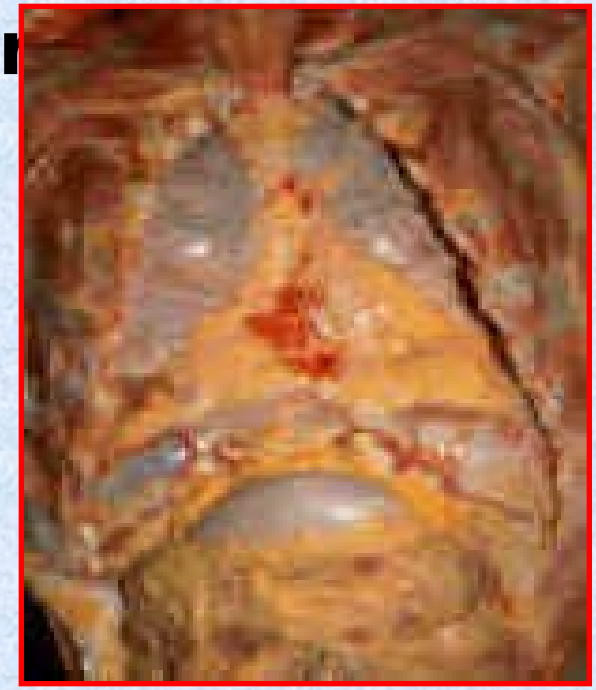
# Cigars <u>are not</u> a safe alternative to smoking cigarettes!

# ***Cigars***

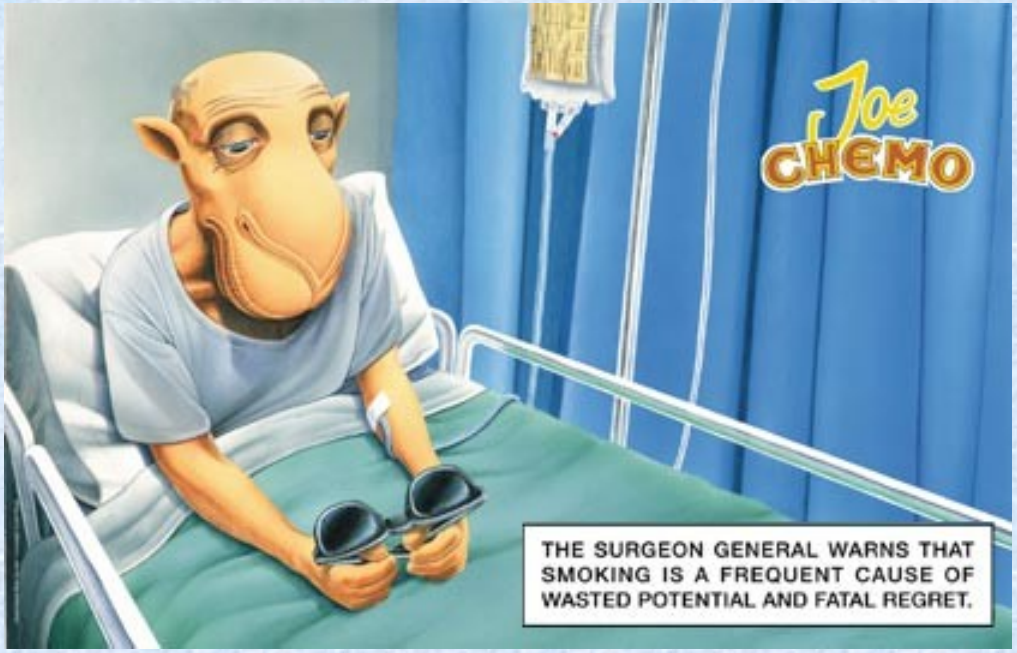
- **Cigars are addicting!**
- **Nicotine is a powerful psychoactive drug**
- **Some cigars contain as much as 20 grams of nicotine, compared to about 15 grams in an entire pack of cigarettes**

# Cigar smokers are at <u>GREATER RISK</u> for

- Oral cancer
- Lung cancer
- Throat cancer



# Effects of Cigars



**A cigar has been called “a fire at one end and a fool at the other”**

**Horace Greeley**

# Smoking cigars is hazardous to your health!

# An OUTSTANDING Sailor and Marine is --

- Physically and Mentally Fit
- Hard Charging
- Takes Care of his Buddies
- Non Smoker!

# What can do you do?

- **Encourage others to quit!**
- **Don’t start smoking cigars!**
- **<u>Quit!</u>**

**Need another reason to quit smoking cigars?**

# Impotence

Quit smoking
for the ones
you love!
Si los amas,
¡deja de fumar!
CDC

# Cigar Free